Minutes from 6/28/1989 POINT Board Meeting

Present: Stewart Brand, Bob Fuller, Paul Hawken (by phone), Huey Johnson, Kevin Kelly, Susan Frank.

1. Discussion and decision on whether fundraising should focus on endowment, projects or both.

Huey has a paticular interest in excitement and importance of the magazine and wants to see an endowment established to enable its continuation. He feels he will be able to raise $25,000 on this basis. He feels our strongest fundraising suit is the remarkable track record of this magazine(Catalogs, Co-Ev. WER) to raise important issues. He feels specific projects are almost always at cross purposes to raising new money.

Bob felt our track record was key in terms of raising endowment money. He felt endowment approach would allow us to move from survival to pro active mode. He asked if a campaign chairman would help in building and maintaining momentum.

Stewart liked the idea of finding a donor who is also willing to put time and energy into organization. Stewart also felt we should pursue publicity angles, exteriorize publicity and also focus the back of magazine on the fundraising campaign. .

Huey mentioned Wall Street Journal as a possible, and hightly effective resource.

Kevin wants to see fundraising focus on Institute as well as endowment since he thought Institute could help revitalize the overall organization .

General consensus of the board was to raise money for endowment while having Whole Earth Institute projects described for those who want to fund specifid projects.

2. Decision on whether Board wants to consider third party buyout of NETI.

After a phone conversation consensus was reached that we should wait on third party buyout until Mike and Doug have the opportunity to negotiate the initial offer of a WELL payout leaving POINT sole owner.

3. Discussion and decision on whether board wants to pursue POINT "for profit" options.

Huey felt that you don't make money as easily as you raise money, so we should stay non-profit. Also, if you take 20 years of non-profit goodwill and turn for profit, you may loose a significant portion of your base of support. Mentioned current rage of non-profits taking for profit arm.

Following a telephone conference , the general consensus was to stay non-profit although we may be able to involve a publisher in other ways.

4. Discussion of whether POINT needs Chairman of the Board.

The Board agreed to rotate the Chairmanship. Paul Hawken was asked to chair the next meeting at the end of the summer which he agreed to do. This will be a phone conference so we will have the full board in attendance. Susan will coordinate the date with Board members.

—Susan Frank